A Study of the Effectiveness of Advertising Strategies of Selected Indian & International Cosmetic Brands

A Synopsis

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Introduction:

The practice of self grooming has its origin in the most ancient culture. People have always tried to make them more attractive. Therefore, they have used a never ending variety of products as cosmetics for the skin and hair. The word cosmetic has been derived from the Greek word "Kosmetikos" which means skilled in decorating (Wikipedia[1]). They made plushy use of perfumes and cosmetics in religious rites, for personal use, and for medicinal purposes. About 200 A.D. Galen, a Greek physician, mixed beeswax, rose water, and olive oil together and produced the first ever modern cosmetic compound called cold cream. (Wikipedia[2]). That creation paved the way for the commercial manufacturer of Ponds cold cream, nevertheless a big seller over 90 years afterwards.

India is standing up to modification in all sectors. Due to the rise in purchasing power, it seems excessive consumerism in the country. On account of opening up of the emerging markets, the corrective organizations are spreading in the light of the bound less variances of public. The Indian people have considerable preference for attractive looks. Indian women are not at all constricted to their homes; they are employed and are wandering alike as the men. Therefore they are better informed of their looks and make use of cosmetic products accessible in the market to take good care of them. It is not merely the female section, who use radiance and corrective range but Indian men as well are distressed over their looks. There are exceptional cosmetics categorically planned for men as well. The corrective organizations not merely provide the traditional cosmetics products such as compact powder, eye-liners and lipsticks; rather they are rapidly transforming to the alternating requirements of their customers. Nowadays the cosmetic stores offer a large-scale variety of products to maintain. There are different varieties of products such as anti-ageing cream, masks, primer, corrector, concealer, air brush make-up kit and so on, which has upgraded a women appearance to next level. In present times rapid widening cosmetic industry; there are products to fit all age group and all demands. Numerous top cosmetic companies in the world are of Indian Cosmetics Industry. People are using both Indian and International brands to enhance their beauty. So it is important to reflect the actual perception about the brands. The comparison will give a clear idea to the manufacturing companies as well as the distributers and sellers of the products about the demand, liking, disliking, purchase and satisfaction of the consumers and customers.

[1] https://en.wikipedia.org/wiki/Cosmetics
[2] https://en.wikipedia.org/wiki/Cosmetics

Cosmetics

Cosmetics can be described as a commodity that helps human to clean their skin, hair and body. It also enhances our appearance, change our mood, grooming us for office, party, wedding and events. It includes skin care, hair care, color cosmetics, fragrances and personal and hygiene care products.

History of cosmetics

The usage of cosmetics has been discovered by the ancient Egyptians in 10000 BCE, who applied cosmetic formulations munificently for their personal use, religious ceremonies, and for preparing the deceased for burial. The Egyptians kept their skin moisturized by applying fragrant oils, lotions or ointments. Kohl was used by them as eye makeup. To make their eyes look larger and brighter they often used kohl. They used lamp black to make their brows lashes darker and also used as a form of eye shadow. Face paint was made of red oxide of iron (History of Cosmetics from Ancient Times[3]). The ingredients used in ancient cosmetic products were well thought out and extremely dangerous by modern standards.

In the 16th century, Queen Elizabeth was the role model of female trends of that era. All the women of the society replicated her naturally pale complexion and red hair, by applying white powder in great plenty, along with red wigs. It is unfortunate that the most productive means for re-creating Elizabeth's pallor was ceruse, or white lead, which was observed to be poisonous afterwards. The Elizabethan lady used lead-based rouge colored with dye to give a healthy glow to her cheeks, by the inspiration of Italian women. She had applied color in her eyebrows, lips and even blue veins with the help of alabaster pencils. To give the final look, she'd put on a slight glaze of egg-white paste to bind it altogether. Face masks were in trend. The ingredients used for making lotions and packs were powdered eggshell, borax, alum, ground almond and poppy seeds. Besides these, butter, milk, wine, fruits and vegetables were also used to make cosmetics. Fragrances were also used profusely by the people (Elizabeth Fashion and Beauty[4]).

Brands

Brand is basically a name, term, sign, symbol or design that is given by the companies to the entire range of their products to make them identified by the people. The purpose

[3]https://www.cosmeticsinfo.org/get-the-facts/a-history-of-cosmetics-from-ancient-times/
[4] https://www.rmg.co.uk/stories/topics/elizabeth-i-fashion-beauty

behind brand is simply to distinguish their products or services from other sellers and to discriminate those products or services from rival companies.

History of Brands

Brands have its origin since ancient Egyptian times around 2700 BCE. At that time people were found branding helpful of getting information about its birth and proprietorship. For pottery and ceramic type of products branding were used by the farmers, traders and potters. Forms of branding come to light voluntarily and autonomously all over Africa, Asia and Europe at various times as the need arise. Seals that performed as quasi-brand have been observed on prior Chinese products of the Qin Dynasty (221-206) BCE. A mass of seals persist from the Harappan Civilization of Indus Valley (3300-1300) BCE where native population relied to a great extent on trade; cylinder seals started being used in Mesopotamia around 3000 BCE (Wikipedia[5]).

Indian Brands

Indian brands are those brands which have its origin in India. It is simply described as the brands that are manufactured in India. Indian brands are also called domestic brands.

International Brands

International Brands have its origin outside India. Basically the brands that are manufactured globally but not in India called International or Foreign brands.

Advertisement

Advertisement is described as a source of information by the means of newspaper, magazine, television, radio and internet etc. to influence people making a purchase of a product or service. Advertisement is used for brand awareness, brand knowledge, brand recognition, brand features, brand price and so on. It is helpful for people to get all description about brand so that they can make difference among other brands and make purchase decision as well.

[5] https://en.wikipedia.org/wiki/Brand

Advertising

Advertising is a marketing activity which aims to gain public attention towards the idea, commodity, product and service given by the company. It is a promotional effort to attract the target audience. Advertising is a non-personal and paid form of promotion.

History of Advertising

Advertising has a brief history since it is the oldest form of marketing. There are four most influential innovations which have carved the media and so far the advertising industry, these are Television, Radio, Printing Press and the Internet. The printing press created the broad spreading of information with words on paper feasible; usually advertisements were in magazines and newspapers. In the time of January 1780, James Augustus Hicky commenced reporting Hicky's Bengal Gazette from his office located in Radha Bazar, the foremost Newspaper to be published in India. As a matter of fact, his banneret proclaimed that his article was the Bengal Gazette (Chaudhari, Arun 2007[6]). The earliest advertising concern, Volney B. Palmer, was inaugurated in Philadelphia in 1841. Before 1861 there were 20 advertising concerns in New York City exclusively. Amidst them was J. Walter Thompson, nowadays the ancient American advertising concern in ongoing existence. Radio emerged as a commercial channel in the 1920s (The Pitch-Madison Media Advertising Outlook, 2009[7]).

Strategies

The word Strategy is derived from the Greek word strategos, means "the art of the general", it involves a procedure intended to attain a particular objective. In military usage strategy is discrete from plans, which are akin to the action of a combat, at the same time strategy is concerned with how distinct associations are linked together. How a war is combated is an affair of tactics: the terms of services that it is battled on and regardless it ought to be fought at all is a matter of strategy, which is section of the four levels of combat: political objectives or grand strategy, operations, strategy and tactics.

[6] "The beginning of modern advertising in India", Glimpses of Advertising in the world, Indian Advertising 1780 to 1950 AD, pp. 1-22.
[7] https://issuu.com/pitchmadison/docs/ad_outlook_2009

Advertising Strategy

An advertising strategy is a course of action emerged to convey ideas about products and services to latent consumers in the hope of persuading them to buy those products and services. This tactic, when formed on a reasonable and insightful approach will consider other business considerations and purposes as well. A business advertising strategy "ascertains the integrity of the company's general profile." Despite the fact a small-scale business has minimal capital and is incompetent to apportion lots of money to advertise as a large-scale concern. However, it can initiate an extremely fruitful advertising campaign.

Nowadays, the mass advertising strategies emphasis on reaching largely three general goals:

1) Boost consciousness of a concern and its product or services.

2) Encourage sales promptly and attract rival’s customers.

3) Organize or customize a business’ concept.

Literature review

Giridhara, KV (2008) concluded that advertisements played a vital role in selection of brands. Advertisements must be varied frequently to suit the changing scenario in order to be refreshing. An advertisement can have impact when it has good humor, and is eye-catching, believable and realistic. It was proven in ANOVA tests that brand, price and skin protection played a vital role. Celebrity presence in advertisement is one important factor for influencing the consumers it was proved by ANOVA test.

Philavanh, Soukvina (2013) stated that Indian consumer buying behavior were generally females who used hair care products of HUL and P&G, and most of them were in the age group of 20-25 years. There was a relationship between age, gender and income to spending for hair care products. On the other hand, the respondent's behavior for using was under 1 year only for hair care products of HUL and P&G, therefore Indian consumer had no product loyalty for both companies, and they might change to other brands any time due to many factors like price sensitivity, age related, gender related, income related, etc.

Junaid, Abdullah Bin & Nasreen, Reshma, et al. (2013) found that as the income levels of female consumers were increasing, their expenditure for cosmetic products was also increasing. It was also found that there was an increase in awareness as well related to

cosmetic products. One major finding told us that these days female consumers prefer more cosmetic products which are made from natural ingredients. They prefer herbal cosmetic products more. This will provide the herbal cosmetic industry a great opportunity to grab the cosmetic market by providing more and more new herbal cosmetic brands.

Jamal, Muzaffar (2015) included five product categories; soaps, cream, hair oils, shampoo, and toothpaste in his study. Urban markets were getting almost saturated in soaps category, semi urban and rural areas hold potential for further growth. It was the middle income group that reports greatest regular usage of creams than the upper and lower income groups. There was a mixed usage pattern in the hair oil category. Shampoo showed more or less a similar level of product penetration with most of the cities having regular usage of above 50%. The only exception was in the city of Sambal. Toothpaste showed 100% regular usage pattern. The herbal trend was picking up in all the cities. An interesting thing to be noted was that this trend was at the early stage of its development. As reported by the dealers, the herbal trend was found to be similar in all the product categories. However there were minor leads taken by Toothpastes followed by Creams, Shampoos, Hair oils and then Soaps.

Rafeeque, Abdul (2015) concluded in his research that the consumers were found more quality conscious preferred to purchase ayurvedic products, they waited for the brand during non-availability, became emerging as important source of information and in spite of impact of other factors, the actual brand decision was taken by themselves. Although the cosmetic market was dominated by female consumers, male consumers were coming at par with them. Majority of the respondents preferred to purchase cosmetics from permanent stores. Television had found more impact on consumers. The use of the internet also had a great impact on consumers.

Sachdeva, Bhawya (2016) concluded that demographic variables were not with consumer perception towards cosmetic products. There was no association of advertisements with buying and usage of skin care products, color cosmetics except hair care products and fragrances. The result of the hypothesis showed that there was no significant relationship between features of advertising media and demographic variables. The hypothesis had been accepted in case of radio advertisements, age of respondents, television advertisement and type of family. The regression analysis of social, economic and market factors on buying of cosmetic products showed, among the social factors role model was the prominent factor which was present in all four cases. Among the economic factors, the cost of the factor was

most prominent. In case of market factors brand name was the most prominent factor which was present in all four factors.

Shenbagam, K. (2017) concluded that all dependent variables, viz Attributes of advertisement messages, Satisfaction of social media advertisements and Effectiveness of social media advertisements were positively related to the dependent variables, i.e., Demographic variables (character). These variables were very much effective among the cosmetics of women students. Social media advertisements were very effective and millions of internet users look at videos every day. Those websites uploaded services to the whole world. It seemed, it was the easiest way of marketing than any other modes since many people will be interested to view ideas rather than word form of advertisements.

K., Smisha (2018) described in her study, the organic ingredient was the most influencing factor of purchase intention in the case of domestic brands. Female users had more brand awareness in both domestic and foreign brands. Customers in urban areas had more brand equity and purchase intention than rural areas. 46-55 years old users had more brand equity in domestic brands but younger users (18-25) had more brand equity in foreign brands. Professionally qualified users enjoyed more brand equity in domestic brands but post graduate users had more brand equity in foreign brands. In both brands, customers who had monthly income above Rs.40000 had higher brand equity and purchase intention than other income groups.

Salins, Meghana & H., Sujaya, et al. (2019) conducted a study to analyze the company's strategy, rivals and results. With many players coming up with innovative products in the beauty care sector, Lakme aimed to penetrate mainly untapped markets, and had a stand in the market and was continuing to expand globally. The analysis, therefore, offered in-depth data on Lakme's business strategies and how these strategies affected its general growth.

J.B., Khusboo & Ho J.S.Y. (2019) stated that social media marketing activities had a significant positive influence on relationship equity, value equity and brand equity but did not have a significant positive influence on purchase intention. Also found that effects of relationship building was more important in helping to build brand equity and subsequently increase purchase intention of cosmetic brands. Value was the set expectation that consumers had on products and services.

Kumar S, Dr. Hemant (2019) found that 52.9% people didn't use cosmetics while 47.1% used cosmetics. It can be inferred that 28.8% of people get influenced by packing, 48.4% get influenced by recommendations from friends, 45% get influenced by brands, and 52 respondents get influenced by quality. It can be inferred that women were the major users of cosmetics, 62.1% were women and 37.9% were men. It can be clearly stated that among the 58% consumers who consumed cosmetics, 42% consumed herbal cosmetics and 16% consumed chemical cosmetics.

Bharatkumar, Makwana Trishna (2021) identified 17 factors, which influenced females while purchasing cosmetic products, confirmatory factor analysis and reliability-validity tests demonstrated that all the dimensions; beliefs in product attributes, self image, attitude, normative influences and purchase intentions were appropriate in predicting actual purchase of females for cosmetic products. At the same time attitude being the strongest predictor of purchase intention. The study had found out the significant association between the demographic profiles of females and factors influencing them while purchasing cosmetic products. Quality consciousness was found to be the most influencing and low price buying found to be the least influencing factor to the females of all demographic categories.

Bhavna, Prajapati (2021) proved that the male consumers also behaved in similar fashion as women. If a specific brand was not available in the store or it was out of stock a split loyalty among the users was observed. The most important factor was the quality of the product. The second important factor was brand name and the next factor was price associated with the product. Although the customers were not price sensitive, they were ready to pay a higher price if the product was satisfactory and as per requirement of the user.

Tasha, Javed (2021) concluded that presence of a higher number of youth in the age group of 18-33, educated customers and lower and middle class customers of cosmetic products justified the actual diversity of Indian cosmetic markets. Senior age group customers did not prefer to buy products online and some youngsters did it too. Watch TV advertisement and the internet had a great impact on customers. Majority of customers preferred discounts, buy 1 get 1 and cash back offers in urban and semi urban areas. Majority of customers did not buy products on recommendation of beauty Professionals and Doctors, few of them were in touch with them. They bought the products by their own choice. Improvement was needed in cosmetic products of Himalaya, L'Oreal, and Nivea.

D, Lavanya (2021) found that the buying behavior of working women was different from household women in cosmetic markets. The important influencing factors among working women were: brand association; perceived quality, brand trust, brand quality and distribution intensity. On the other hand, among household working, these were brand awareness, brand trust, switching costs, distribution intensity and attitude on advertising. Working women had a higher preference for brands than household women. Factors influencing selection of cosmetics such as buying motives, information sources, evaluation criteria and place of purchase were different among working women as compared to household women. Besides this, customer loyalty towards cosmetics was also seen more among working women.

Research Gap:

One research made an attempt to highlight the marketing strategies for promoting herbal toiletries of Indian and foreign brands. It has been done in six cities of North India like Chandigarh, Delhi, Haridwar, Aligarh, Amroha and Sambhal. One study concluded the effectiveness of social media advertisements on women's cosmetic consumption. One study identified the impact of advertisements on consumer buying behavior and so on. But there are a certain gaps in previous studies; it didn't consider the comparative analysis of advertising strategies of selected Indian and International cosmetic brands. Also those were restricted to their specific locations. I am trying to cater Delhi, Noida, Greater-Noida, Ghaziabad and Meerut to represent the diversity of the population. Since, Delhi, Noida and Greater-Noida are metro cities and Ghaziabad and Meerut are non-metro cities. Also there is a difference in the Income level and life style of the population among the all five cities.

Need of the study:

It is estimated by the Ministry of Economy and Industry that the Indian beauty and personal care industry to be worth USD 8 billion (Beauty and Personal Care Market in India[8]). India's per capita spend on cosmetics is flourishing in line with India's GDP. Cosmetic Industry generates employment directly or indirectly. Cosmetics are used by the overall section of the society whether it is household or working. Cosmetics are not only good for our appearance but also help to improve our mood, and boost our self-esteem. This study has the scope of improving strategies to attract customers towards purchase and

[8] https://www.export.gov.il/files/cosmetics/ReportonIndianCosmeticsIndustry.pdf

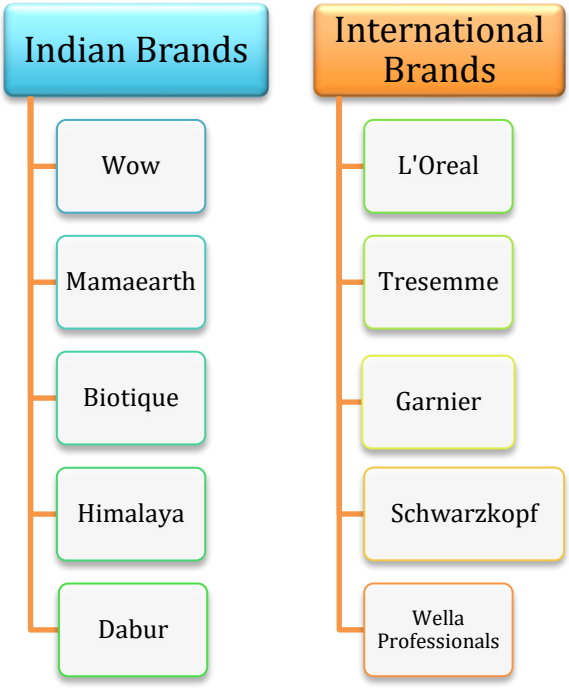
recommend the product to others. It will provide an overview about the current situation of the marketplace, and necessary recommendations to the producer and seller of cosmetics. This study will surely answer the much concerned subject that is the comparison between Indian and International cosmetic brands' advertising strategies.

Scope of the study:

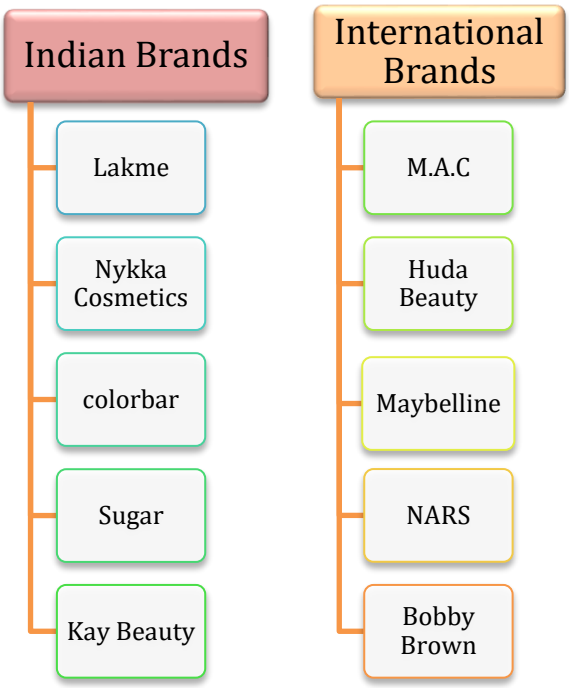
The scope of the present study is confined to analysis the advertising strategies of preferred Indian and International brands in Delhi and selected cities of Western U.P. like Ghaziabad, Noida, Greater Noida and Meerut. Concerning the whole cosmetic Industry, four sectors which holding a major market share have been considered. Four major sectors comprise skin care, hair care, color cosmetics and deodorants. Furthermore, five brands from all four sectors of the two Indian and International brands have been picked. Consequently, a total number of 40 brands considered for comparative analysis.

Skin Care Brands

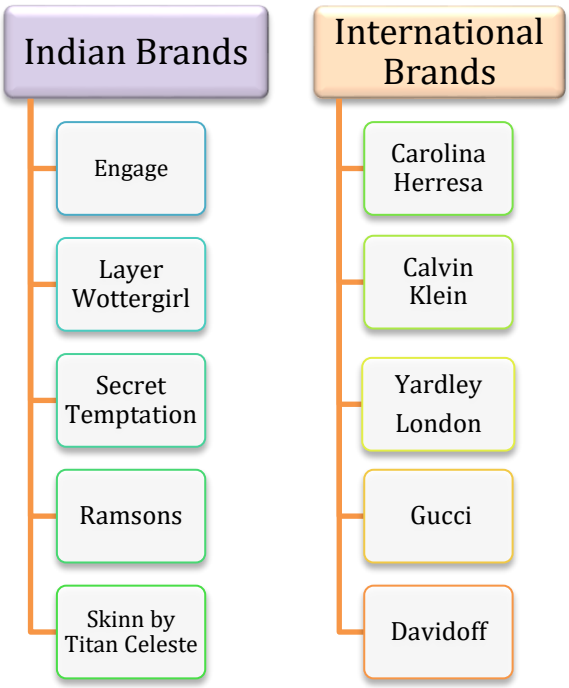
Hair Care Brands



Makeup Brands



Fragrance Brands



Objectives of the study:

The objectives of the study will be as follows:

1. To study the effectiveness of the cosmetic advertising strategies of Indian and International cosmetic brands.
2. To identify the advertisement strategies by which customers get attracted.
3. To study the brand awareness and perception of the cosmetic consumers towards Indian and International cosmetic brands.
4. To determine the impact of social media on consumer intentions for cosmetic brands.
5. To identify the components of cosmetic advertising that are more fruitful in the positioning and sales of cosmetic brands in India.

Hypothesis:

There will be some hypothesis of this study as follows:

Ho1: There is no significant difference between the advertising strategies of Indian and International cosmetic brands.

Ho2: There is no significant difference of the advertisement strategies by which customers get attracted.

Ho3: There is no significant difference between the brand awareness and perception of the cosmetic consumers towards Indian and International cosmetic brands.

Ho4: There is no significant impact of social media on consumer intentions for cosmetic brands.

Ho5: There is no significant difference of the components of advertising that are more fruitful in the positioning and sales of cosmetic brands in India.

Research Methodology:

The present research is basically Descriptive cum Exploratory in nature. Both primary and secondary data would be taken. Primary data would be collected with the help of structured questionnaire. Sample population for primary data collection will be Customers and Consumers both. The sample size for the primary data collection would be 600 female cosmetics Customers or Consumers. Secondary data would be collected from annual reports of cosmetic companies, published reports, books, journals, research thesis, websites, and so on. Moreover, necessary sampling technique would be adopted as per the requirement of the research work.

Conclusion:

The selected areas for this study like Delhi, Noida and Greater-Noida are metro cities while Ghaziabad and Meerut are non-metro cities. Consumers have awareness concerning their lifestyles in metro cities as well as non-metro cities. Therefore, they are more aware at the time of selecting a product. They will purchase a good quality product at appropriate price. Consumers of cosmetic products will always want to get better knowledge about the product before making purchase. Consequently, companies will have to invest extremely on advertising or promotion of the product. Cosmetic industry sustained to listing a remarkable growth rate over the last decades. Top players of the cosmetic industry both Indians as well as Internationals are prepared to launch brand new products to the Indian consumers/customers. Furthermore, the Indian market has an exceptional attribute, contrasted to other countries excluding China. India is a vast population country. For that reason, the

expanded requirements for cosmetic brands will make India as a capable market for Indian as well as International companies.

Limitations of the study:

Some limitations may be faced while conducting this study:

1. This study will be limited Delhi, Noida, Greater-Noida, Ghaziabad and Meerut. Future studies may be conducted in different regions of India.
2. Limited time constraints would be a subject of issue.
3. This study is reflecting the comparative analysis of advertising strategies of selected Indian and International cosmetic brands further studies can be done towards the profitability of those brands.
4. This study will not highlight the impact of pricing policies of Indian and International cosmetic brands.
5. Further study may be done on the impact of direct association between beauty professionals and producers on sales of cosmetic products.
6. This study will compare cosmetic brands; future studies can do a comparative analysis on fashion brands.

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